

ORDER



Orders
Order / Rev: 710694
Alt Order #: 06300907
Product Desc: OBAMA SCHED A
Estimate: 1686
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	28	\$72,650.00	\$61,752.50
09/10/12	09/16/12	5	\$4,900.00	\$4,165.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$77,550.00	\$65,917.50	0.00
Totals	33	\$77,550.00	\$65,917.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/04/12	09/10/12	10-11a LETS MAKE DEAL	CM	10-11a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		5			\$500.00			0.00			
2	WUSA	09/04/12	09/10/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		3			\$850.00			0.00			
3	WUSA	09/04/12	09/10/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		5			\$600.00			0.00			
4	WUSA	09/04/12	09/10/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		4			\$450.00			0.00			
5	WUSA	09/04/12	09/10/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/04/12	09/10/12	MTWTF--		5			\$2,500.00			0.00			
6	WUSA	09/05/12	09/05/12	Wed Prime A Big Brother 14	CM	8-9P	--W----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1			\$9,000.00			0.00			

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Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED A
 Estimate: 1686

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	09/06/12	09/06/12	Thu Prime B Big Brother 14	CM	9-10P	---T---	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---		1			\$9,000.00			0.00			
8	WUSA	09/09/12	09/09/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1			\$14,000.00			0.00			
N 9	WUSA	09/08/12	09/08/12	US Open Tennis/Women's US Open Women's Final	CM	Women's Final (8:00 PM-10:00 PM)	-----S-	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		2			\$1,500.00			0.00			
10	WUSA	09/09/12	09/09/12	US Open Tennis/Men's US Open Men's Final	CM	Men's Final (4:00 PM-7:00 PM)	-----S	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		2			\$3,500.00			0.00			
N 11	WUSA	09/09/12	09/09/12	NFL Football Game #1 NFL Football Game #1	CM	Sat-Sun 1-4p	-----S	:30	2	\$4,500.00	P-3	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		2			\$4,500.00			0.00			
12	WUSA	09/04/12	09/10/12	930-10a The Insider	CM	930-10a	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		1			\$200.00			0.00			
N 13	WUSA	09/06/12	09/06/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9P	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---		1			\$4,000.00			0.00			
Totals													33	\$77,550.00	